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ABSTRACT OF THE INVENTION

An improved network content filtering system and method utilize the network address translation functionality of a shared network connection to redirect outgoing packets from a client intended for a destination web server to an access controlling web server instead. Before a session to the destination web server is established, the access controlling web server either approves or refuses the connection, providing a content filtering mechanism. If the connection is refused, the access controlling web server may substitute other content for a filtered URL. In order to identify the client, the shared connection may additionally embed an identifier token in the redirected traffic, so as to 5 customize the filtering action or to facilitate billing functions.

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